



WKMG

ORDER

Flight Dates 10/31/12-11/05/12

Contract / Revision 263009 /

Original Date / Revision
10/25/12 10/25/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product
NELSON FOR SENATE

Agency Com 15%

Billing Contact
6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # 855

Alt Order # 06395897

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 58000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	6	\$49,300.00	\$58,000.00	0.00	10/29/12	11/05/12	6	\$49,300.00	\$58,000.00
Totals	6	\$49,300.00	\$58,000.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	11/05/12	11/05/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$14,000.00	P-2	0.00 NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$14,000.00		0.00			
E 2	WKMG	11/04/12	11/04/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----S	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$8,000.00		0.00			
E 3	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--W----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----		1			\$10,000.00		0.00			
E 4	WKMG	11/03/12	11/03/12	NCAA Football Prime GOM NCAA Football Prime: AL	CM	8-11p (7:58 PM-11:00 PM)	-----S-	:30	2	\$12,000.00	P-2	0.00 NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 4	WKMG	11/03/12	11/03/12	NCAA Football Prime GAM	CM	8-11p	-----S-	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00	
				NCAA Football Prime: AL (7:58 PM-11:00 PM)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			2		\$12,000.00			0.00				
E 5	WKMG	11/03/12	11/03/12	Sat Prime 8p	CM	8-9p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				No Show/See SEC Prime												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$2,000.00			0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	VKMG	10/29/12-11/04/12		Sat Prime 8p		8-9p	-----Sa--	:30		(\$2,000.00)		0.00	NM			
See MG 5.2																
2	VKMG	11/05/12-11/05/12		News at 7p		7-7:30p	M-----	:30		\$2,000.00		0.00	NM			
Ⓜ MG for 5.1 11/03																
														Totals	6	\$58,000.00